

**PROSPECTUS FOR
AMPLIFY - Spruill's Annual Outdoor Art Installation
REQUEST FOR PROPOSALS**

LOCATION/CONTEXT:

The side of the "Smoke House" on the Spruill Gallery grounds, located at 4681 Ashford Dunwoody Road, faces the intersection of Ashford Dunwoody Road and Meadow Lane in Dunwoody, GA, in the Perimeter area. Currently the home of 2022 AMPLIFY winner, *Together We Bloom* from Georgia artist, Alea Hurst, the space has also been home to Jason Kofke's *Everything Will Be OK* mural and others (See Appendix A for previous installation images). Spruill Gallery is a historic Victorian era home that mounts contemporary art exhibits and provides a retail fine craft space year-round. Located in the expanding Perimeter area, close to the home of major corporations such as UPS, Cox Enterprises, State Farm and Mercedes, the bustling neighborhood is also home to Perimeter Mall, the \$2B High Street development, and residential community.

The Selection Committee seeks a vibrant art installation or mural, appealing to neighborhood residents, visitors and business owners of the surrounding area. The project and unveiling will coincide with Dunwoody's Arts and Culture month and Spruill Center for the Arts' annual "Spirits for Spruill" event on October 15. Spruill Gallery will maintain the surface of the mural for 11 months, at which time a new art installation project at the same location will take its place.

INTENT/THEME:

The design should activate the entire west-facing wall and represent an awareness of the feasibility of production and installation in both application and material handling. Further details on city-wide criteria for public art installations can be found at <https://www.dunwoodyga.gov/government/commissions-committees-boards/dunwoody-art-commission>. Please note that any reference to City of Dunwoody required themes are no longer a requirement. All mediums and concepts are welcome to submit for consideration. Successful entries will be judged on aesthetic vision, excellence of past projects and suitability for the site of installation. The artist(s) will retain ownership rights until an award is given and a contract signed.

SITE/SIZE:

The intersection of Ashford Dunwoody Road and Meadow Lane is located at 4681 Ashford Dunwoody Road; the wall identified for the art installation is located on the "Smoke House" on the Spruill Gallery grounds, facing west. The designated wall measures approximately 14 feet wide and 6 feet tall. This is approximately 84 square feet of wall to be treated. For proposals of installations that include the grounds surrounding the wall, the

approximate depth is 9 feet. (See Appendix B for diagram and photographs). Guidelines require high-quality mural pigments and/or materials intended for outdoor use and a final UV sealing varnish and anti-graffiti topcoat, where applicable, with an intended exposure period of approximately one year. All aesthetic styles will be considered.

SELECTION COMMITTEE:

The Selection Committee will consist of 9 individuals comprised of members of the Dunwoody Arts Council, Discover Dunwoody, Spruill Center for the Arts Board, staff, Spruill Arts Guild, students and instructors, and local artists.

PROJECT FUNDS/BENEFITS:

\$5,000 award to the winning submission

Up to \$1,000 materials stipend for the installation

- As Dunwoody's Artist in Residence, the artist will receive a week-long stay at a local hotel (only valid during installation dates).
- Limited edition prints of the installed project to be sold through the Spruill Gallery with 50% of net sales to revert back to the winning artist. Details to be written up in contract form upon acceptance of the award.
- Lecture/discussion of artist's work to an audience of Spruill Center for the Arts staff, students, board of directors, guild, Dunwoody government officials and the broader business and residential community.
- All entries submitted will be eligible for inclusion in an ongoing City of Dunwoody database of artists and art projects for future consideration of public art projects; both municipal and commercial.

ELIGIBILITY:

Open to individual artists/artist teams. Applicants must be at least 18 years of age to be eligible for this opportunity.

PROJECT TIMELINE:

Submissions must be received by July 29, 2022

3 (three) finalists will be selected and notified by August 5, 2022

Finalist proposals are due by August 19, 2022

From the three finalists, a competition winner will be selected by September 9, 2022

The competition winner will have October 4 - 14, 2022 to complete their on-site installation

APPLICATION/SELECTION PROCESS:

DEADLINE:

All Application materials are due to Spruill Gallery by 5:00 pm EST, July 29, 2022 emailed to jprice@spruillarts.org

SUBMISSION MATERIALS:

All submissions must include the following:

- A letter of intent, not to exceed 1000 words, which includes a description of your past work and the proposed theme and design of this project.
- Designs/sketches of your proposal must be included.
- Up to 10 visual representations (digital) of your past, successful projects that demonstrate your skills and ability to successfully create a mural or art installation. Include an annotated image key to correspond with each image describing the pictured site and scale of the project. Describe the media used and the application process.
- A current resume including artwork/art education or CV. Three pages maximum. Please include your contact information.
- This email submission process requires that all application images and materials be submitted in digital format. Please use a standard 'Word.docx' or PDF format for all written documents. All images, drawings and diagrams should be created in a standard JPEG format (no larger than 8" X 10" at 300 DPI). Individual emails should not exceed 10 MB. If you send multiple emails to accommodate your submission, please label them in the subject area of your email with your last name and the sequence. (Example: Spruill AMPLIFY, Smith 1 of 3)
- Submissions must be received at the following email address by 5:00 pm EST, July 29, 2022: jprice@spruillarts.org

QUESTIONS/FOLLOW UP:

Questions about the project may be sent directly to Spruill Gallery Director, Jennifer Price email: jprice@spruillarts.org or by calling 770.

APPENDIX A – Previous Art Installations



Together We Bloom, Alea Hurst, 2021



Find Your Wings, Christopher Michaels, 2020



The Wave, Sara Emerson, 2010



Everything Will Be OK, Jason Kofke, 2009



Kojo Griffin, 2004

APPENDIX B – Site Diagram and Photographs



The designated wall on the "Smoke House" measures approximately 14 feet wide and 6 feet tall. This is approximately 84 square feet of wall to be treated. For proposals of installations that include the grounds surrounding the wall, the approximate depth is 9 feet.



